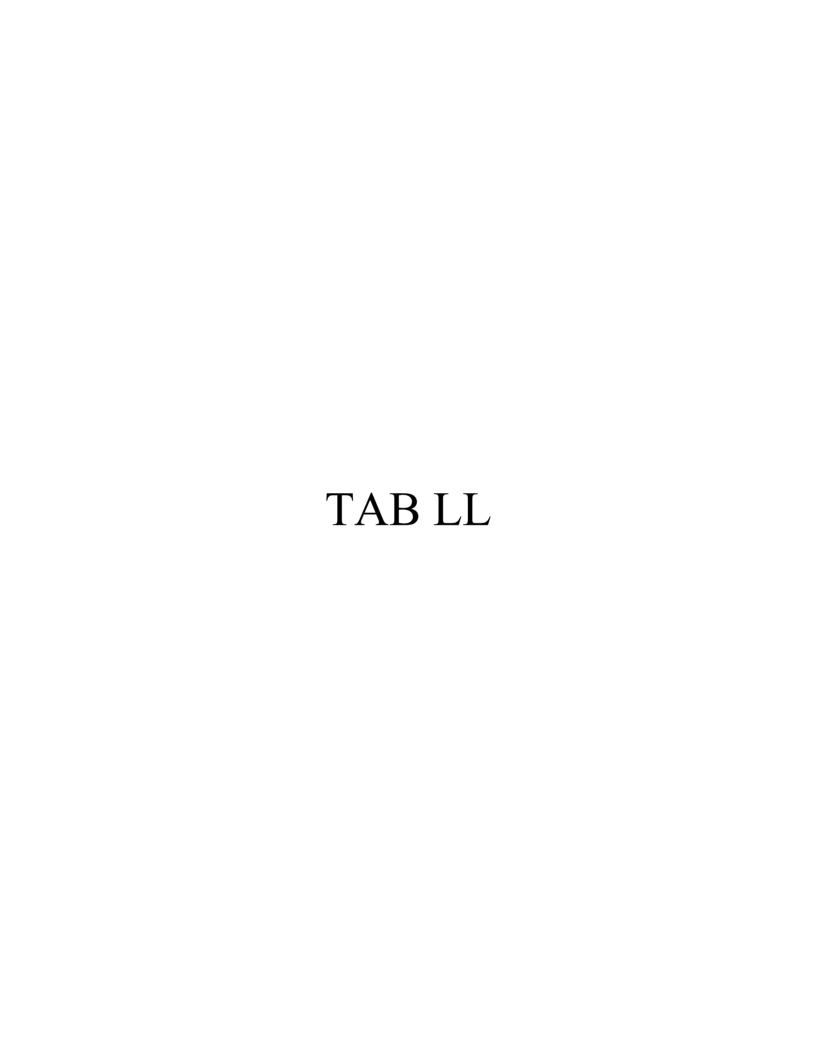
ESTTA Tracking number:

ESTTA298236 07/30/2009

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Defendant Michael Dalton
Correspondence Address	Michael Dalton P.O. Box 18137 670 Northland Blvd. Cincinnati, OH 45218-0137 UNITED STATES DALTONME@hotmail.com
Submission	Defendant's Notice of Reliance
Filer's Name	Michael Dalton
Filer's e-mail	DALTONME@hotmail.com
Signature	/ Michael Dalton /
Date	07/30/2009
Attachments	RelianceTabLLcover.pdf (1 page)(24442 bytes) RelianceGoallineSolutionsLLa.pdf (12 pages)(4363926 bytes)



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Honda Motor Co. LTD

Opposer

VS.

Opposition No. 91173105

Michael Dalton

Applicant

Notice of Reliance

Now comes, Michael Dalton, Defendant – Applicant, pursuant to Trademark Rule 37 CFR 2.122(e) and gives his notice of reliance on copies of:

- a.) the official record of Network Solutions whois search on the term goallinesoltuions.com identifying the administrative contact as Grahm Line.
- b.) the official record of Circa.ca whois search on the term delaerdashboard.ca identifying the registration as anonymous and hosted at 10dollar.ca
- c.) the 10dollar.ca whois search on the term dealerdashboard.ca indentifying the registration as anonymous.
- d.) the screen-shot of dealerdashboard.ca indentifying a website redirect to goallinesolutions.
- e.) The official record of Circa.ca whois search on the term goallinesolutions.ca identifying the domain as unowned and available for registration.

f.) the official record of 10dollar.ca search on the term goallinesolutions.ca identifying the domain names goallinesolution.net, .org, .info, .biz as unowned and available for registration.

The documents are exact copies of the official record archived at networksolutions.com, cira.ca, 10dollar.ca, and the screen-shot of dealerdashboard.ca on 07/30/2009.

The official record and screen-shot documents are relevant because it demonstrates that the credibility of goallinesolutions.com is in question with an anonymous registration and redirect of the infringing term dealerdashboard.ca, identifying an attempt to exploit the applicants brand, dealer dashboard, and indentifies dealer dashboard as not generic in nature.

Respectfully submitted,

Michael Dalton, Applicant pro se

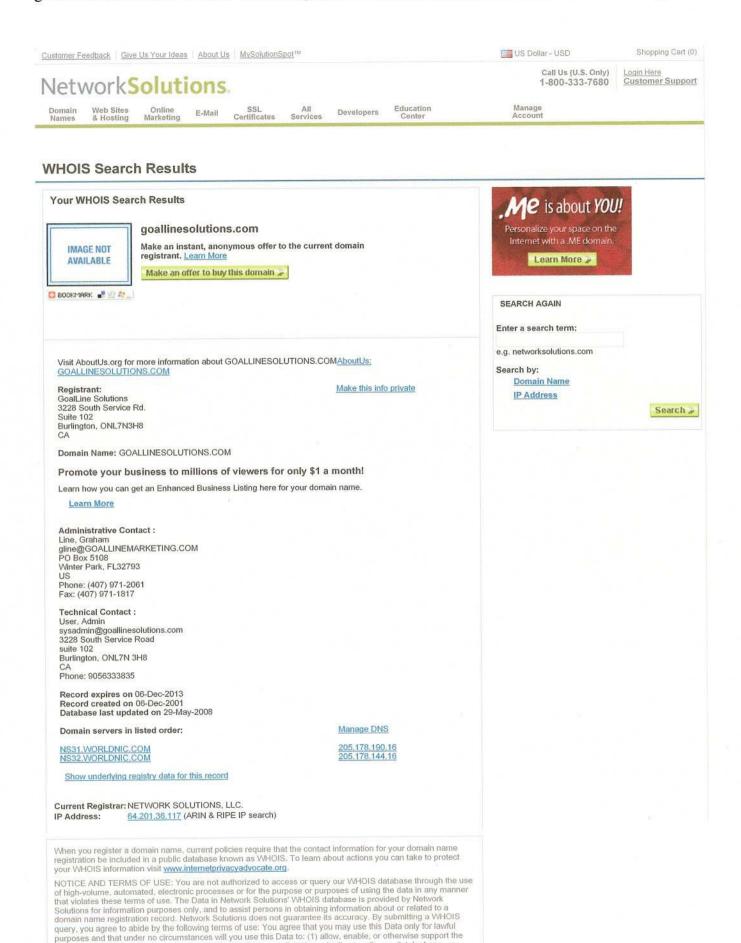
PO Box 18137

670 Northland Blvd.

Cincinnati, Ohio 45218-0137

(513)557-2901

DALTONME@hotmail.com



IP Location:

CA(CANADA)-ONTARIO-BURLINGTON

Record Type:

Domain Name

Server Type:

IIS 6

Lock Status: Web Site Status:

clientTransferProhibited Active

DMOZ Y! Directory:

no listings see listings

Secure: E-commerce: No

Traffic Ranking: Data as of:

22-Apr-2008



Need to get your business

online? Our professional designers can build a custom Web site for your business. \$11.95/month, plus a \$499.00



Go /

Pay Per Click from Network Solutions

Create and manage your pay per click advertising from as low as \$125/month plus \$99 one time set-up fee

SOLUTIONS TO GET SOLUTIONS TO SELL ONLINE

SOLUTIONS TO GET CUSTOMERS

PROFESSIONAL BUSINESS SOLUTIONS SOLUTIONS FOR ONLINE SECURITY

LEGAL & POLICY INFO

CORPORATE

PROMOTIONS & OFFERS

RESOURCES

CUSTOMER SUPPORT





GET A FREE DOMAIN WITH HOSTING













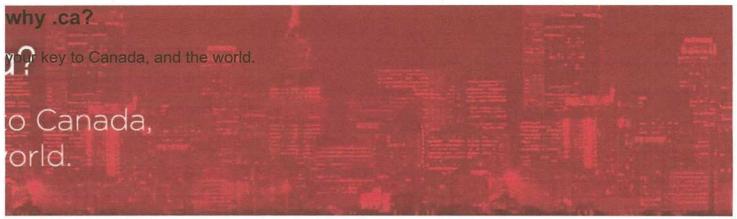




100% Secure Transaction

For your protection, this Web site is secured with the highest level of SSL Certificate encryption.

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WHOIS search results

Personal information about the holder of this domain name is not available in the search results because the registration is privacy protected.

Interested in contacting the holder of this domain name? CIRA offers an online Message Delivery Form that allows you to send a message to the Administrative Contact for this domain name.

Domain name:

dealerdashboard.ca

Domain name

EXIST

status:

2008/01/03

Approval date: Renewal date:

2010/01/03

Updated date:

2009/02/22

Registrar name:

(10dollar.ca) 10 Dollar Domain Names Inc.

Registrar

1064689

number:

Name servers:

hostname:

DNS 1

ns1.mdnsservice.com

DNS 2

hostname:

ns2.mdnsservice.com

DNS 3

hostname:

ns3.mdnsservice.com

DNS 4 hostname:	9	
hostname: DNS 6 hostname:		
Search WHOIS		
Domain name:	Search WHOIS	

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(e.g. cira.ca)

http://whois.cira.ca/public/?domain=dealerdashboard.ca

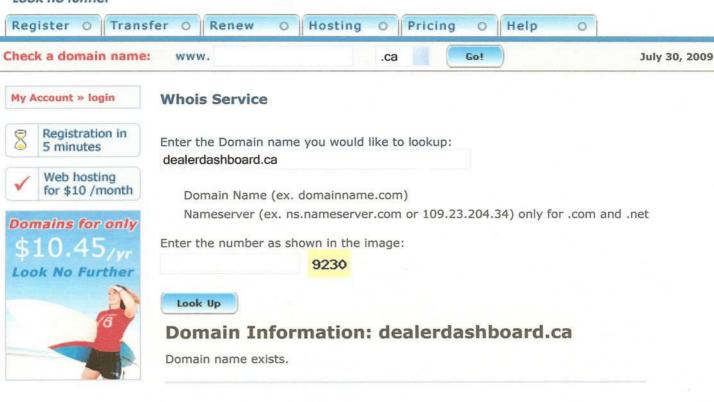
By accessing and using CIRA's website you agree that you have read, understood, and consent to the terms and conditions for the use of CIRA's website, as set out in the Legal Notice and Privacy Policy.

7/30/2009



Call us: 647 258 0610

Whois | FAQ | About Us | My Account » login



dealerdashboard.ca Domain name: Domain status: EXIST Approval date: 2008/01/03 2010/01/03 Renewal date: Updated date: 2009/02/22 Registrar: (10dollar.ca) 10 Dollar Domain Names Inc. Name: Number: 1064689 Name servers: nsl.mdnsservice.com ns2.mdnsservice.com ns3.mdnsservice.com % WHOIS look-up made at 2009-07-30 14:54:28 (GMT) % Use of CIRA's WHOIS service is governed by the Terms of Use in its Legal % Notice, available at http://www.cira.ca/legal-notice/?lang=en

% (c) 2007 Canadian Internet Registration Authority, (http://www.cira.ca/)

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GoalLine Dashboard

Fixed Operations Management System



TEST DRIVE

Powered by:



Home



Test Drive



Register

CLOSINGTHELOOP

on customer service and loyalty



JD Power Uses Dashboard

About GoalLine Solutions...

GoalLine Solutions is a comprehensive Customer Relationship Management (CRM) company specializing in the integration of seamless technology with fixed operations management and front-end customer

Our "Closed Loop Process" of handling customer service and loyalty development is a thorough, one-stop solution for improved business operations and increased profits for your organization.

Our automotive sales and service systems are in-use by more than 1000 auto sales and service dealers across North America.

The GoalLine Dashboard Guarantee

Today you cannot afford undue risk. Our guarantee for this service:

30 days of the service usage or there will be no charge. off that there has been improved revenue due to the use of the service.

About GoalLine Dashboard...

GoalLine Dashboard Key Performance Indicators (KPI's) provide the dealer and service manager with visibility to the crucial numbers that drive the performance of the service Department. You have the ability to set target goals for the average labor dollars per repair order, one line work order percentages and average hours per repair order and see the results by year, month, week or day. By comparing it to the prior year's results, you have visibility to improvements in your department and more importantly areas of concern.

By using our secure data extraction portal we provide daily updating on Labor sales, Repair order counts and total hours sold for all sales categories

The Dealer Report allows you to graph the KPI's by pay type and reporting period to identify trends and areas of opportunity.

Advisor and Technician Scorecards...

- Provide KPI information specific to the Advisor and Technician by pay type and specified time periods
- Graphic display of achieved labor hours per repair order to goal and to previous years performance.



GoalLine Dashboard

The Advisor Report

The advisor report compares performance based on:

Total number of Jobs Jobs per Repair Order Labor Hours sold

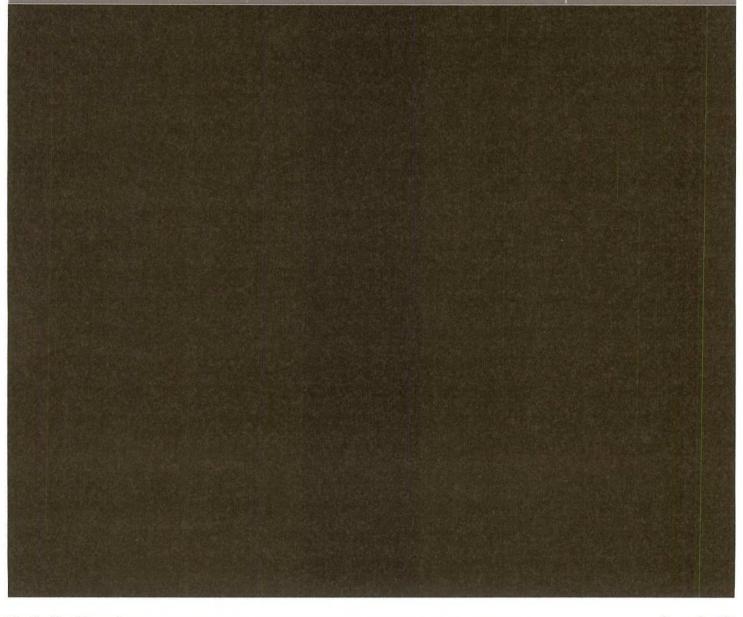
The Technician Report

Labor hours per repair order (billed hrs per repair order) Total labor hours Tech hours per Repair Order (paid hrs per repair order) Dollars per repair order Total labor generated

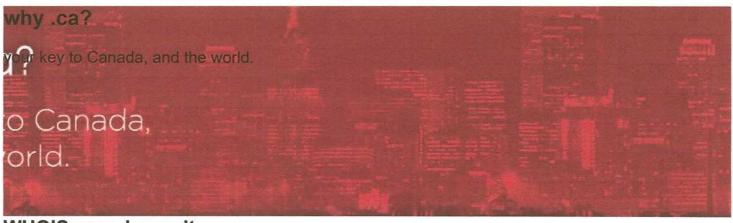
- Allow for goal setting based on the number of repair orders for cross sell categories
- Display sell through rate of cross sell opportunities and compares performance to set goals
- Provide year to date summary totals for all categories
- Are printable for each staff member

Contact us for an online or on-location demonstration of our program outcomes.

1.866.923.0045 @goallinesolutions.com



DealerDashboard.ca



WHOIS search results

Domain name status: goallinesolutions.ca is available for registration.

Search WHOIS

Domain name:		Search WHOIS
	(e.g. cira.ca)	

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Check similar domains like goallinesolutions.ca

Domain Name	.ca	.com	.net	.info	.biz
goallinesolution					
goalmarksolutions					
scorelinesolutions			×		
goallineset					
goalprintsolutions			×		
endlinesolutions			×		
goallinemethod					
goalrailwaysolutions					
goalslinesolutions			×		
goalmarksolution		×			
ctrlinesolutions			×		
goallinesolutionsonline			×		
webgoallinesolutions					
mygoallinesolutions					
thegoallinesolutions					
ctrllinesolutions					

Register a Domain Page 1 of 2

scorelinesolution	- 🔲				
goallinesolutionscentral		×	×		
scoremarksolutions					
goallineanswer					
	Register for	2 years	Displ	ay 20 Re	cords
Continue					
1 380 × V					
www. goallinesolutions			ca	Check	Again
Quick domain chec	k (Do not su	agest alter	native don	nain name) ()
e Quick domain chec	K (DO HOL SU	ggest aiter	native doi	nam name	:5).
Advance Search Opti	ions				
Add popular prefixe	s and suffixe	S			
View domain list with	th related ke	ywords			
☐ View domain list with	th dashes				
Display 20 Records					
1 If you have a large number	of ca doma	ins to real	ster try o	ur new Ru	II.
Domain Registration service. It					
names at once!					
1 Interested in reserving an e	xpired .ca do	main? Che	ck out our	specialize	d TBR
Reservation System, found only	at 10Dollar	.ca			
Pricing information for each	domain type	can be for	and here		

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